CLAIMS:

1. A method for efficiently identifying at least one group having a desired characteristic, comprising:

5   accessing a plurality of entries;

coding each entry with a first identifier representing the number of times the entry has participated in an activity;

coding each entry with a second identifier representing the recency of the entry's participation in the activity;

10   utilizing a statistically predictive segmentation model to categorize the entries into groups based on the coding of the entries; and

identifying which group includes a desired characteristic based on the categorization of the groups.

15   2. The method set forth in claim 1, wherein the first identifier represents the number of times the entry has participated in a plurality of activities.

3. The method set forth in claim 2, wherein the second identifier represents the recency of the entry's participation in the plurality of activities.

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4. The method set forth in claim 1, wherein each entry includes contact data.

5. The method set forth in claim 4, wherein the contact data comprises an indication of the entry's participation in a plurality of activities, the number of times the entry has participated in each activity, and the recency of the entry's participation each activity.

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6. The method as set forth in claim 1, wherein at least one part of the method is implemented by a computer program stored on a computer-readable medium for operating a host computer.

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7. The method as set forth in claim 1, wherein the statistically predictive segmentation model is selected from the group consisting of: Chi-Square Automatic Interaction Detection (CHAID); Exhaustive CHAID; and Classification and Regression Tree (C&RT).

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8. The method as set forth in claim 1, wherein each entry is coded with a third identifier representing the amount the entry has spent on the activity.

9. The method as set forth in claim 1, wherein each entry is coded with a third identifier representing the entry's demographic data.

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10. The method as set forth in claim 9, wherein the demographic data is selected from the group consisting of: the entry's age; the entry's income; the entry's geographic location, and the entry's gender.

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11. The method as set forth in claim 1, wherein the statistically predictive segmentation model categorizes the entries into groups based on the coding of the entries and a rule set.

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12. A method for efficiently identifying at least one group having a desired characteristic, comprising:

accessing a database including a plurality of entries having contact data;

coding each entry with a plurality of first identifiers representing the
number of times the entry has participated in a plurality of activities;

coding each entry with a plurality of second identifiers representing the
recency of the entry's participation in the plurality of activities;

utilizing a statistically predictive segmentation model to categorize the
entries into groups based on the coding of the entries; and

identifying which group includes a desired characteristic based on the
categorization of the groups.

13. The method set forth in claim 12, wherein the contact data comprises an indication of each entry's participation in a plurality of activities, the number of times each entry has participated in each activity, and the recency of each entry's participation each activity.

14. The method as set forth in claim 12, wherein at least one part of the method is implemented by a computer program stored on a computer-readable medium for operating a host computer.

15. The method as set forth in claim 12, wherein the statistically predictive segmentation model is selected from the group consisting of: Chi-Square Automatic Interaction Detection (CHAID); Exhaustive CHAID; and Classification and Regression Tree (C&RT).

16. The method as set forth in claim 12, wherein each entry is coded with a third identifier representing the amount the entry has spent on the activities.

17. The method as set forth in claim 16, wherein each entry is coded with a fourth identifier representing the total number of activities the entry has participated in.

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18. The method as set forth in claim 17, wherein each entry is coded with a fifth identifier representing the entry's demographic data, wherein the demographic data is selected from the group consisting of: the entry's age; the entry's income; the entry's geographic location, and the entry's gender.

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19. The method as set forth in claim 12, wherein the statistically predictive segmentation model categorizes the entries into groups based on the coding of the entries and a rule set.

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20. A method for efficiently identifying at least one group having a desired characteristic, comprising:

accessing a database having a plurality of entries, wherein each entry includes contact data comprising-

the number of times the entry has participated in a plurality of activities;

the number of times the entry has participated in each activity, and

the recency of the entry's participation each activity;

coding each entry with a plurality of first identifiers representing the number of times the entry has participated in each activity;

coding each entry with a plurality of second identifiers representing the recency of the entry's participation in each activity;

utilizing a statistically predictive segmentation model to create a plurality of groups by segmenting the entries based on the coding of the entries; and

identifying which group includes a desired characteristic based on the categorization of the groups.

21. The method as set forth in claim 20, wherein the statistically predictive segmentation model is selected from the group consisting of: Chi-Square Automatic Interaction Detection (CHAID); Exhaustive CHAID; and Classification and Regression Tree (C&RT).

22. The method as set forth in claim 20, wherein at least one part of the method is implemented by a computer program stored on a computer-readable medium for operating a host computer.

23. The method as set forth in claim 20, wherein each entry is coded with a plurality of third identifiers representing the amount the entry has spent on each activity.

5   24. The method as set forth in claim 23, wherein each entry is coded with a plurality of fourth identifiers representing the number of times the entry has participated in the plurality of activities.

25. The method as set forth in claim 24, wherein each entry is coded with
10   a plurality of fifth identifiers representing the entry's demographic data, wherein the demographic data is selected from the group consisting of: the entry's age; the entry's income; the entry's geographic location, and the entry's gender.

26. The method as set forth in claim 25, wherein the statistically predictive
15   segmentation model categorizes the entries into groups based on the coding of the entries and a rule set.

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27. A method for efficiently identifying at least one group having a desired characteristic, comprising:

accessing a database including a plurality of entries, wherein each entry includes contact data comprising-

the number of times the entry has participated in a plurality of activities;

the number of times the entry has participated in each activity,

the recency of the entry's participation in each activity,

the amount spent by the entry on each activity, and

demographic data;

coding each entry with a plurality of first identifiers representing the number of times the entry has participated in each activity;

coding each entry with a plurality of second identifiers representing the recency of the entry's participation in each activity;

utilizing a statistically predictive segmentation model to create a plurality of groups by segmenting the entries based on the coding of the entries and a rule set; and

identifying which groups have a desired characteristic based on the categorization of the groups.

28. The method as set forth in claim 27, wherein the statistically predictive segmentation model is selected from the group consisting of: Chi-Square Automatic Interaction Detection (CHAID); Exhaustive CHAID; and Classification and Regression Tree (C&RT).

29. The method as set forth in claim 27, wherein at least one part of the method is implemented by a computer program stored on a computer-readable medium for operating a host computer.

30. The method as set forth in claim 27, wherein the desired characteristic is a minimum percentage of previous purchases by the entries within each group.

31. The method as set forth in claim 27, wherein the desired characteristic is a minimum percentage of previous subscriptions by the entries within each group.

32. The method as set forth in claim 27, wherein each entry is coded with a plurality of third identifiers representing the amount the entry has spent on each activity.

33. The method as set forth in claim 32, wherein each entry is coded with a plurality of fourth identifiers representing the number of times the entry has participated in the plurality of activities.

34. The method as set forth in claim 33, wherein each entry is coded with a plurality of fifth identifiers representing the entry's demographic data, wherein the demographic data is selected from the group consisting of: the entry's age; the entry's income; the entry's geographic location, and the entry's gender.

35. A computer program stored on a computer-readable medium for operating a host computer, the computer program comprising:

a code segment executed by the host computer for accessing a database including a plurality of entries having contact data;

a code segment executed by the host computer for coding each entry with a first identifier representing the number of times the entry has participated in an activity;

a code segment executed by the host computer for coding each entry with a second identifier representing the recency of the entry's participation in the activity; and

a code segment executed by the host computer utilizing a statistically predictive segmentation model to group the entries based on the coding of the entries and determine which group includes a desired characteristic based on the categorization of the groups.

36. The computer program as set forth in claim 35, wherein the statistically predictive segmentation model is selected from the group consisting of: Chi-Square Automatic Interaction Detection (CHAID); Exhaustive CHAID; and Classification and Regression Tree (C&RT).

37. The computer program as set forth in claim 35, wherein the first identifier represents the number of times the entry has participated in a plurality of activities.

38. The computer program as forth in claim 35, wherein the second identifier represents the recency of the entry's participation in the plurality of activities.

39. The computer program as set forth in claim 35, wherein each entry includes contact data.

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40. The computer program as set forth in claim 39, wherein the contact data comprises an indication of the entry's participation in a plurality of activities, the number of times the entry has participated in each activity, and the recency of the entry's participation each activity.

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41. The computer program as set forth in claim 35, wherein the statistically predictive segmentation model categorizes the entries into groups based on the coding of the entries and a rule set.

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